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prepared the way for the establishment of the modern view. This is an ethical view, based on love and a feeling of the worth of human life. It is foreshadowed in ideas of translation to the abode of the gods and in the intense messianic hopes of the Hebrews. The Platonic doctrine was founded on aspiration and was related to the Orphic teachings.

After the establishment of the modern conception of immortality we find a long succession of attempts to justify it, chiefly by metaphysical proofs. These metaphysical arguments are examined, and their insufficiency is clearly pointed out. The insufficiency of the philosophical proofs has led the modern religionist to fall back upon the so-called appeal to inner experience, which is none other than the attempt to prove immortality by the hope of it. Finally, the author presents a brief but drastic criticism of the supposed proofs furnished by modern spiritualism in its various forms.

The next section of the book offers a statistical study of the belief in God and immortality as it appears among college students and among American scholars. Special pains were taken to secure data either from entire groups or from limited classes determined by chance selections. The results are highly interesting. Belief is highest among lower classmen and higher with women than with men. The author's data show that 35 per cent of Juniors and Seniors in a Christian college are unable to profess belief in immortality. An even greater percentage of American men of science are disbelievers. The percentage of disbelief is appreciably greater among those recognized as most eminent. Many details are given that cannot be presented here.

The conclusion is that these beliefs, having in the minds of people today little or no relation to the conduct of life, may well be discarded in favor of more practical moral teachings. The book deserves careful reading on the part of all religious and social workers.

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Character and Temperament. By JOSEPH JASTROW. New York and London: D. Appleton & Co., 1915. Pp. xx+596.

The subject of this volume is defined by the author as "the psychological sources of human quality." Human qualities are conceived as embracing the two classes, qualities of character and qualities of temperament. "Temperament" signifies a "composite inherent bent of nature," and the temperaments taken together constitute what Thorndike calls "the original nature of man"—the basis, in Jastrow's terms, upon which

character "proceeds" or gets built up "by support of training, circumstance, and purpose . . . (p. 248). In this process of the formation of character out of temperamental elements or "instinctive dispositions" (p. 175) two main tendencies or aspects are discernible: "the increasing dominance of reason in the large realm of human activities" and "the complication of motives, measures, and expressions, by virtue of their setting in an inherent social disposition"—in short, the "intellectualization" and the "socialization" of man's original equipment.

The chapters of especial interest to students of sociology will be found to be the third, fourth, and seventh, treating of "The Emotions and Conduct," "The Higher Stages of Psychic Control," and "The Psychology of Group Traits." In the discussion and illustration of these topics there are frequent observations of a highly suggestive character, and often familiar facts are given a setting and an interpretation that bring out instructively and surprisingly a deeper significance—for example, the interpretation of jealousy as the correlate upon a higher social level, of a more primitive individualistic, "self-seeking" (chap. iv, pp. 182-83). But, taken as a whole, the book will be found extremely hard reading. The style is fluent, illustration is copious, the scale of the exposition is ample, and the breadth of the author's discriminating converseance with the sheer factual wealth of human nature and experience are nothing short of astonishing. But, frankly, in spite of these qualities—perhaps, indeed, from the very excess of them—the book is not interesting, and this because it does not lay hold upon the reader's attention and fasten it by any manifest progression in the argument. In manner the exposition is distinctly literary and eulogistic, while the subject-matter is of a sort calling above all things else for clear definition of terms, distinct enunciation of propositions to be established, and orderly marshaling of evidence. One is reminded of William James's complaint, in the *Psychology*, against the classic literature on the emotions. One gets an impression, in perusing the author's smoothly and amply flowing periods, like that given by the writings of Rudolf Eucken—something tremendously complex and important is unquestionably under discussion, but just what it is one cannot make out; and it is quite impossible to see, without constantly renewed effort, why paragraphs and chapters begin and end and follow each other as they do.

In the chapter on "The Emotions and Conduct" there appears to be some ambiguity as to whether the emotions are substantive elements of character and temperament or factors exercising control upon and over the "instinctive dispositions" in their evolution from level to

level of character-type. Can they be both "sources of human quality" and "psychic trends" developing toward "mature potencies"? In the fourth chapter "there appears also some oscillation between a view of the "stages of psychic control" as temporally sequent in a more or less fixed evolutionary order and as phases of the individual's active or passive attitude toward his physical and social environment. The question is whether "high" and "low" here mean "complex" and "simple" or "late" and "early" in some objective and absolute sense, or must have their significance fixed in terms of the purposive furtherance and impediment of the conscious personality.

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Advertising and Its Mental Laws. By HENRY FOSTER ADAMS, PH.D.
New York: Macmillan, 1916. Pp. vii+333.

The viewpoint of the "behaviorist" is adopted. Simple yet detailed discussion of elementary psychological principles prefacing the account of technic and outcome of experiments is characteristic. A concise description of statistical methods is given. The writer, of course, uses the data of Gale, Scott, Strong, Hollingworth, Starch, and others for corroboration or correction, but introduces several original methods and problems. The principal fields of inquiry are attention, association, memory (including problems of size, position on page, etc.), fusions (involving problems of effect of repetition, surroundings, etc.), the appearance of advertisements (involving color preference and aesthetic factors), and a concluding chapter on action, treating the mental mechanism of decision (final purchase).

The purpose of the writer—to emphasize and develop the quantitative aspects of psychology as applied to advertising—appears to be fulfilled, although as yet checking of the conclusions of laboratory experiment by results gained under actual business conditions has not been extensively done.

The value of such work is undoubted. Considering the vast annual sum spent (and wasted, some of it) in urging contributions to philanthropic enterprises, the reader wonders whether a research fellowship to investigate prevalent methods of appeal and the returns from the advertisement of humanitarian projects should not be part of a program of national economy.

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